

Makes Data ~~Can Make~~ the Difference

Valicia Greenwood, Library Data Coordinator

Library Development and Networking Division

Texas State Library and Archives Commission

Webinar, September 14, 2023



What to Expect Today

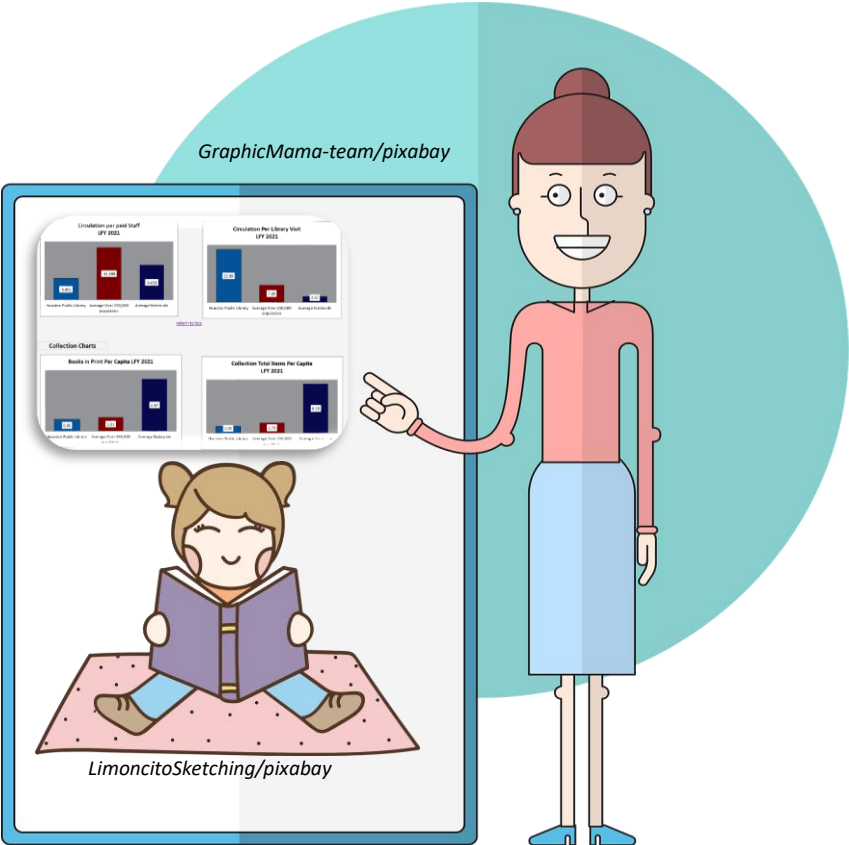
- What do you want to say?
- How do you say it?
- Where is the data?
- Questions answered.





Have patience

True Story: Budget Talks



WORK BUDGET VERSION: 0001

ACCOUNT #	ACCOUNT NAME	REQUESTED 2021 BUDGET	APPROVED 2021 BUDGET	2020 ACTUAL	Y-T PERCENT	2019 ACTUAL	2018 ACTUAL
21 001-650-102	SALARIES -APPOINTED	17,500.00	17,500.00	17,500.00	85.58	64,936.07	61,533.02
21 001-650-103	SALARIES-ASSISTANTS	18,100.00	18,100.00	18,100.00	85.18	130,796.74	122,540.48
21 001-650-108	PART-TIME	36,000.00	36,000.00	36,000.00	75.66	31,110.59	30,177.86
21 001-650-201	FICA EXPENSE	18,507.00	18,507.00	18,507.00	78.78	16,348.99	15,766.50
21 001-650-203	RETIREMENT	16,335.00	16,335.00	16,335.00	83.67	18,344.29	18,021.54
21 001-650-205	HEALTH INSURANCE	56,562.00	56,562.00	56,562.00	82.46	51,892.06	61,396.75
21 001-650-310	OPERATIONAL SUPPLIES	7,500.00	7,500.00	7,500.00	35.93	6,632.05	5,824.12
21 001-650-312	EQUIPMENT MAINT	1,000.00	1,000.00	1,000.00	.00	.00	.00
21 001-650-315	REPAIRS & REPAIRS	5,000.00	5,000.00	5,000.00	49.39	1,944.65	2,378.65
21 001-650-316	REPAIRS & REPAIRS	500.00	860.00	500.00	75.98	296.01	.00
21 001-650-317	REPAIRS & REPAIRS	1,100.00	1,100.00	1,100.00	68.84	1,118.25	973.37
21 001-650-327	CONFERENCE EXPENSE	7,500.00	4,000.00	7,500.00	94.20	6,038.81	5,707.72
21 001-650-435	BOOK BINDING	.00	.00	.00	.00	.00	.00
21 001-650-440	ELECTRICITY	.00	.00	.00	.00	7,381.01	8,831.76
21 001-650-441	GAS	.00	.00	.00	.00	1,711.39	1,921.80
21 001-650-442	WATER	.00	.00	.00	.00	2,459.10	2,469.26
21 001-650-452	COMPUTER EXPENSE	.00	.00	.00	.00	.00	.00
21 001-650-457	MACHINERY & EQUIPMENT-NON CA	.00	.00	.00	.00	.00	.00
21 001-650-480	BONDS	300.00	300.00	260.00	259.51	259.51	259.51
21 001-650-481	APPROPRIATION	600.00	600.00	600.00	80.13	600.00	581.00

Your Audience

Identify and Build Support



What Does Success Look Like?



Urban Libraries Council, Edge presentation

Stakeholder

Individuals who can put a *stake of support* under your library or initiative, or a *stake through* the heart of it.

Rebecca Jones,
Managing Partner, Dysart & Jones



Krzysztof Walczak/Unsplash



Casey Horner/Unsplash

Stakeholder Priorities
Challenges
Goals
Participation
Support
Partnerships
Communication

Be Visible



<https://cityofkctx.com/city-departments/administration/city-council/>



<https://www.lmtonline.com/news/article/Commissioners-to-hear-fairground-updates-discuss-17029521.php>



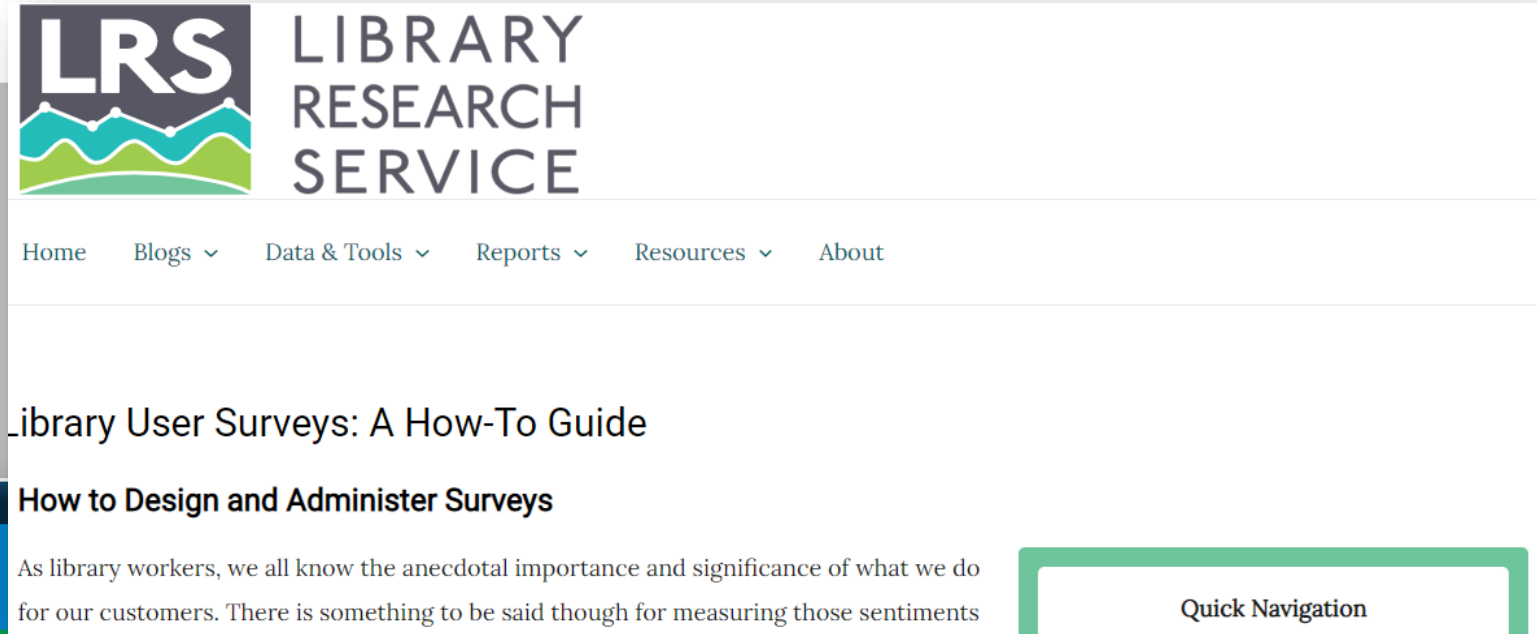
Bob Daemmrich/CapitolPressPhoto/Pool



Jean wimmerlin/unsplash

If you are not at the table,
then you are probably on the menu.

Conduct Surveys



The screenshot shows the top portion of the Library Research Service (LRS) website. At the top left is the LRS logo, which consists of the letters 'LRS' in white on a dark blue square, with a stylized green and blue mountain range below it. To the right of the logo, the words 'LIBRARY RESEARCH SERVICE' are written in a dark blue, sans-serif font. Below the header is a navigation bar with links: 'Home', 'Blogs' (with a dropdown arrow), 'Data & Tools' (with a dropdown arrow), 'Reports' (with a dropdown arrow), 'Resources' (with a dropdown arrow), and 'About'. The main content area below the navigation bar has the title 'Library User Surveys: A How-To Guide' in a large, dark blue font. Underneath this title is the subtitle 'How to Design and Administer Surveys' in a smaller, dark blue font. A paragraph of text follows: 'As library workers, we all know the anecdotal importance and significance of what we do for our customers. There is something to be said though for measuring those sentiments'. To the right of this text is a green-bordered box with the text 'Quick Navigation'.

LRS LIBRARY RESEARCH SERVICE

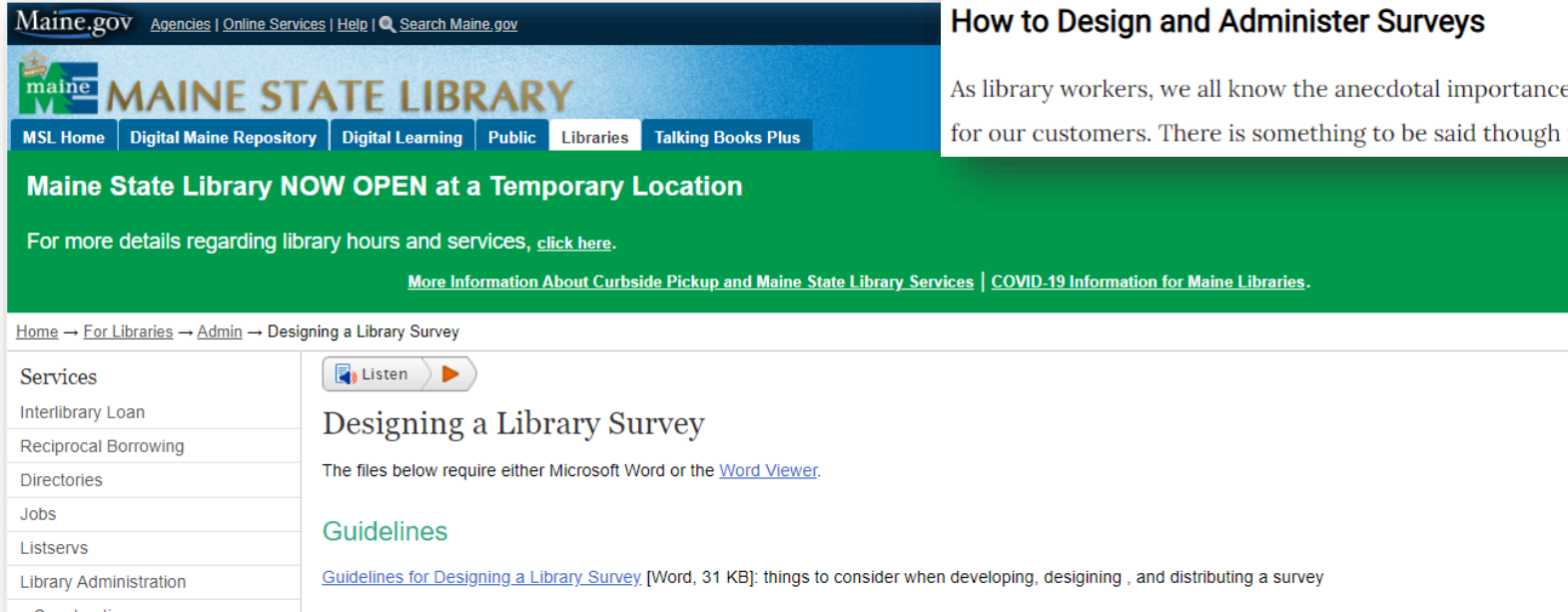
Home Blogs ▾ Data & Tools ▾ Reports ▾ Resources ▾ About

Library User Surveys: A How-To Guide

How to Design and Administer Surveys

As library workers, we all know the anecdotal importance and significance of what we do for our customers. There is something to be said though for measuring those sentiments

Quick Navigation



The screenshot shows the Maine State Library website. At the top is the 'Maine.gov' header with links to 'Agencies', 'Online Services', 'Help', and a search bar. Below this is the 'MAINE STATE LIBRARY' logo and a navigation bar with links: 'MSL Home', 'Digital Maine Repository', 'Digital Learning', 'Public', 'Libraries', and 'Talking Books Plus'. A green banner below the navigation bar reads 'Maine State Library NOW OPEN at a Temporary Location' and includes a link to 'click here' for more details. Below the banner is a link to 'More Information About Curbside Pickup and Maine State Library Services' and a link to 'COVID-19 Information for Maine Libraries'. The main content area has a breadcrumb trail: 'Home → For Libraries → Admin → Designing a Library Survey'. On the left is a 'Services' sidebar with links: 'Interlibrary Loan', 'Reciprocal Borrowing', 'Directories', 'Jobs', 'Listsers', and 'Library Administration'. The main content area has a 'Listen' button with a play icon. The title 'Designing a Library Survey' is followed by a note: 'The files below require either Microsoft Word or the Word Viewer.' Below this is the section 'Guidelines' and a link to 'Guidelines for Designing a Library Survey' with a note: '[Word, 31 KB]: things to consider when developing, designing, and distributing a survey'.

Maine.gov Agencies | Online Services | Help | Search Maine.gov

MAINE STATE LIBRARY

MSL Home Digital Maine Repository Digital Learning Public Libraries Talking Books Plus

Maine State Library NOW OPEN at a Temporary Location

For more details regarding library hours and services, [click here](#).

[More Information About Curbside Pickup and Maine State Library Services](#) | [COVID-19 Information for Maine Libraries](#).

Home → For Libraries → Admin → Designing a Library Survey

Services

- Interlibrary Loan
- Reciprocal Borrowing
- Directories
- Jobs
- Listsers
- Library Administration

Listen

Designing a Library Survey

The files below require either Microsoft Word or the [Word Viewer](#).

Guidelines

[Guidelines for Designing a Library Survey](#) [Word, 31 KB]: things to consider when developing, designing, and distributing a survey

Start with the positive

This....	Or this...
<i>What are the needs of our community?</i>	What are the strengths and assets of our community?
<i>What needs to change in my community?</i>	What do we value most about our community?
<i>What are the barriers to creating change?</i>	What is the essence of our community that makes it unique and strong?

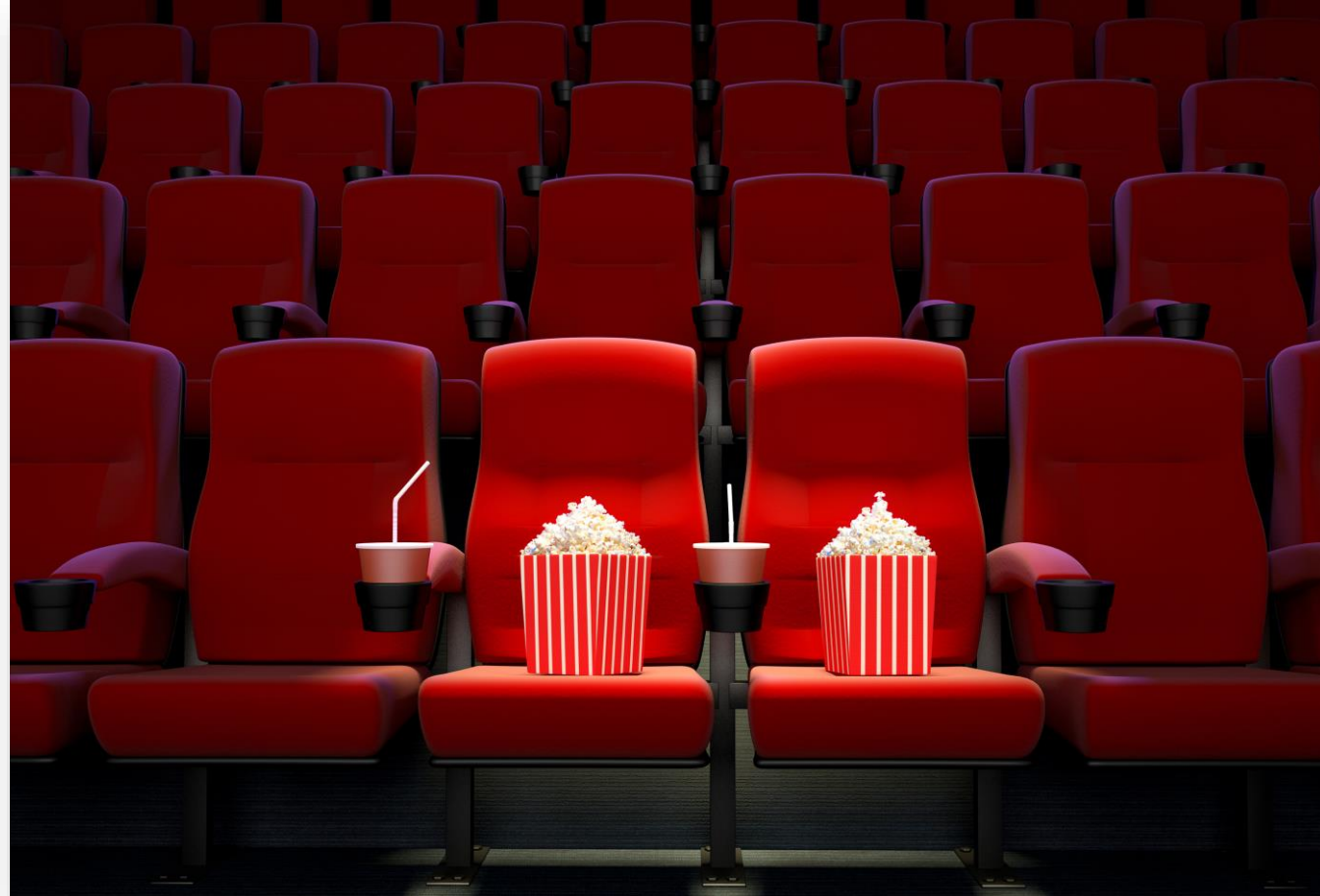
True Story: Bond for New Building



Family Place Libraries
Building Foundations for Early Learning



Questions



Plan

Look at the end goal and stay positive!



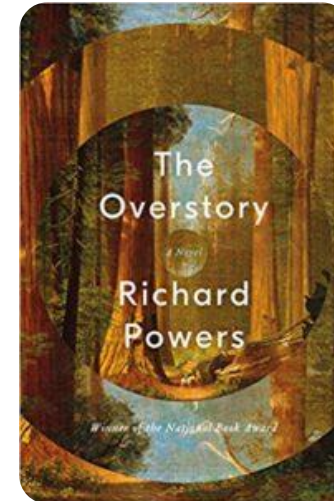
Storytelling

The best arguments in the world won't change a person's mind. The only thing that can do that is a good story.

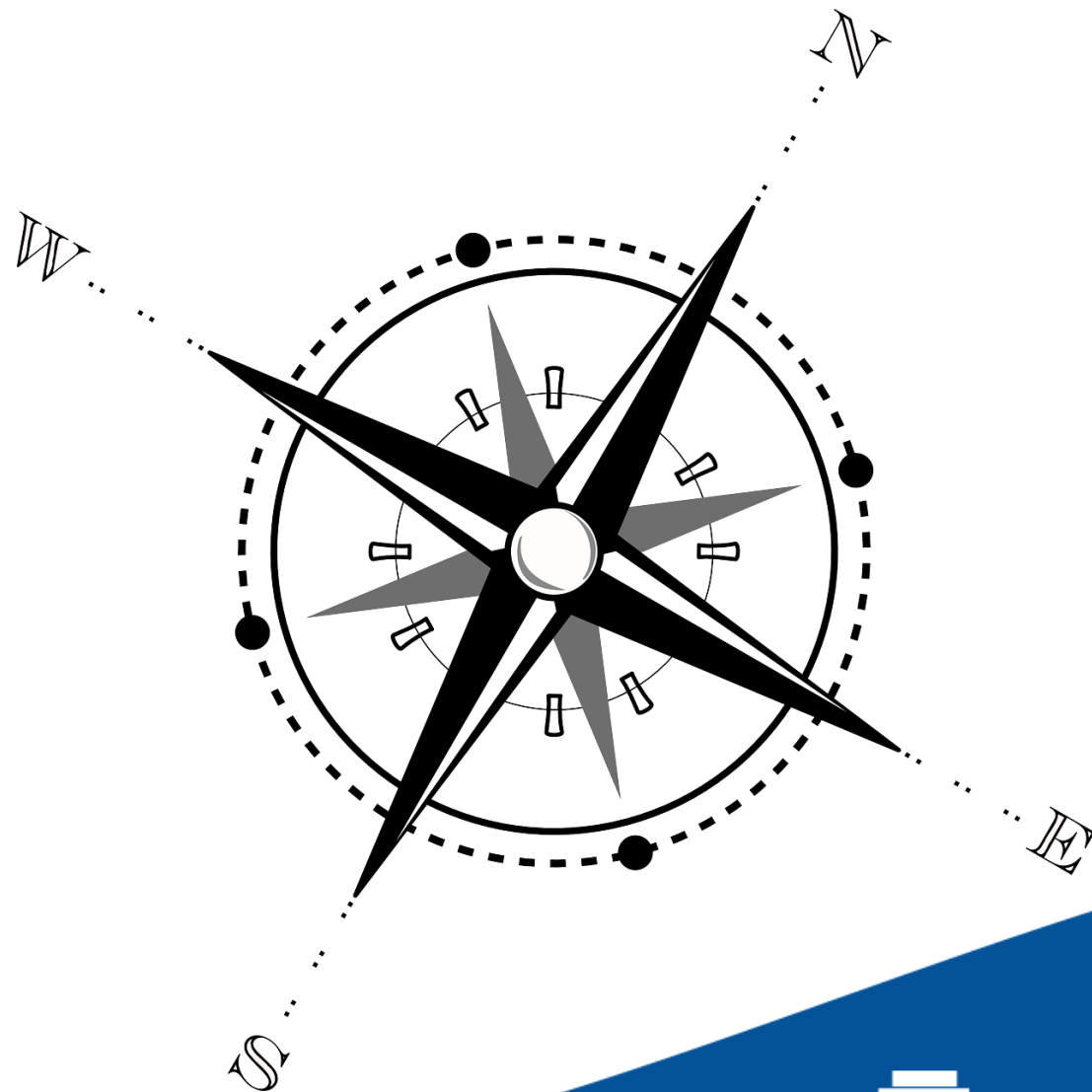
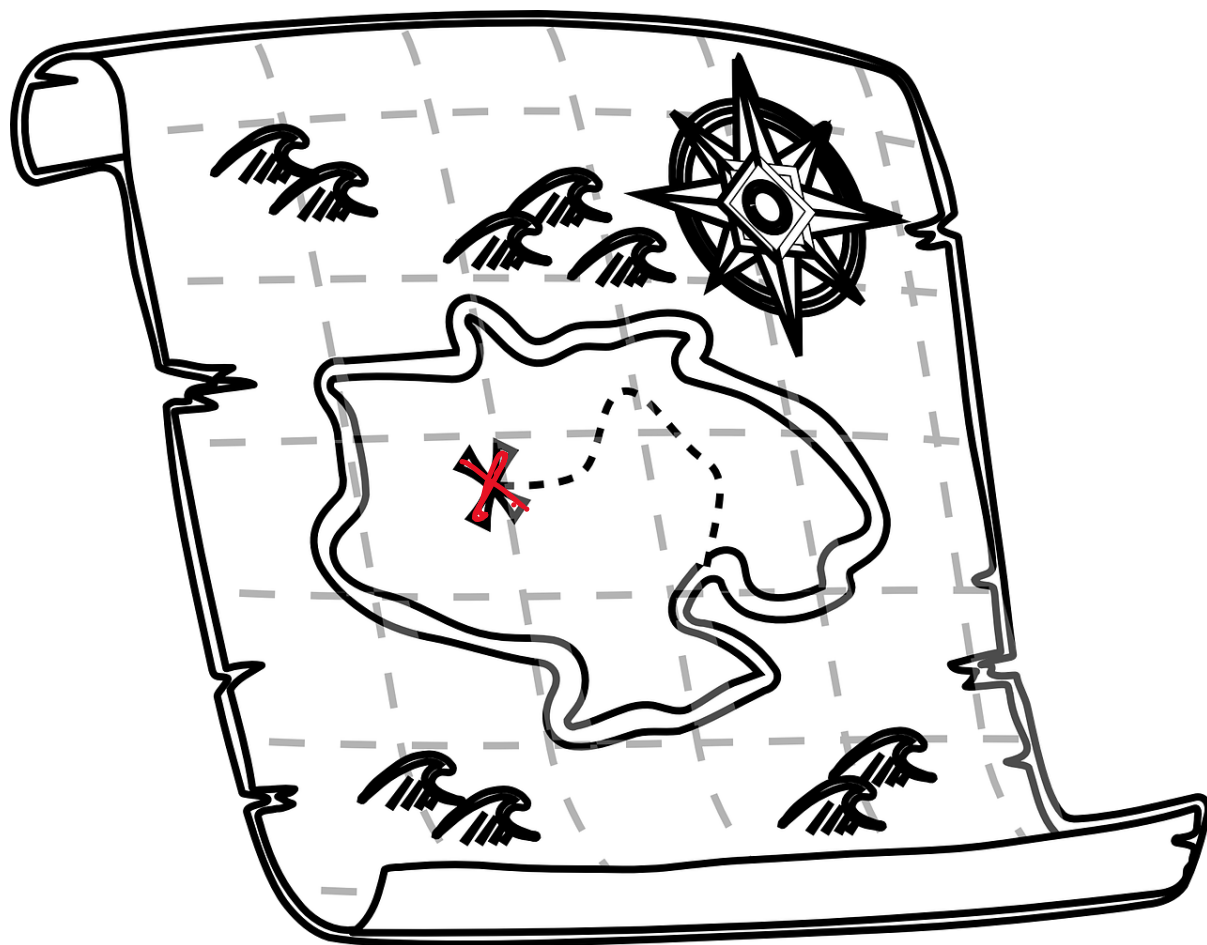
– Richard Powers, *The Overstory*



Klim Sergeev/Unsplash



Begin with the End in Mind



Start with the Positive



lorimalhiot/pixabay



congerdesign/pixabay



Clem Onojeghuo/Unsplash

**Larry McMurtry
Literary Landmark
Dedication Ceremony**

Join the Archer Public Library as we honor Larry McMurtry's legacy with the dedication of a Literary Landmark in his name.

The evening will include a panel discussion of Larry McMurtry's life and work and a special screening from the Lonesome Dove miniseries*.

6:00 PM
Friday, November 18th
at the Royal Theater
in Archer City, TX

Doors open at 5:30 PM
light refreshments provided.

*Episode may contain adult content and outdated cultural depictions.

Literary Landmark Made Possible By:

Beginning



Terren Hurst/Unsplash



Middle



Transformation

Suzanne D Williams/Unsplash



Casey Horner/Unsplash

Villain

Challenges

Support

Goals

Partnerships

Participation

Communication



What Does Success Look Like?



Urban Libraries Council, Edge presentation

Guide



Remember!

A story that doesn't emotionally connect your solution to their problem isn't a story.



It's information.



Eric Hinson,
Founder CEO, Explainify

Identify Resources

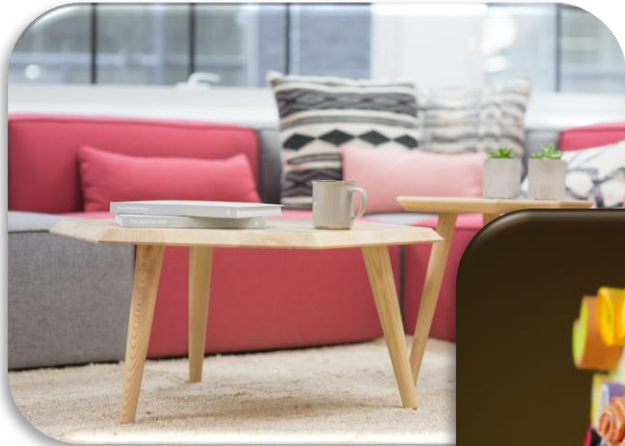
Using Data

You are Wonder Woman and data is your magic lasso – a tool that strengthens your impact but has no value until you apply it purposefully.



Joel Schwartzberg, Author and
Communication Expert

True Story: Maintain Accreditation



Sophia Baboolal/Unsplash



Prince Abid/Unsplash



Josh Eckstein/Unsplash



Library Value Calculator

Services offered

Tax dollars
expended

<https://olc.org/roi-calculator/>

2022 Library Services Return on Investment (ROI) Calculator										03.06.2023	
I. 2022 Total Library Operations Spending										Amount \$0	
II. Circulation of Physical Books, DVDs, CDs etc....											
Category	Circulation Count	Price per Item	Value	Comparison	Sellback	Net Value	% of Library Value				
Books	0	\$23.80	\$0	Purchase	50%	\$0					
Periodicals	0	\$6.00	\$0	Purchase	0%	\$0					
Movies on DVD/VHS	0	\$4.50	\$0	Rent	NA	\$0					
Music CD/Cassette	0	\$9.99	\$0	Purchase	50%	\$0					
Books on CD/Tape	0	\$10.47	\$0	Rent	NA	\$0					
Playaway/Tablet Books	0	\$10.47	\$0	Rent	NA	\$0					
Physical Circulation Subtotal						\$0	#DIV/0!				
III. Electronic Circulation (eBooks, streamed movies, music downloads, etc..)											
Category	Circulation Count	Price per Item	Value	Comparison	Sellback	Net Value					
eBooks	0	\$12.50	\$0	Purchase	0%	\$0					
Audiobook Download	0	\$21.00	\$0	Purchase	0%	\$0					
Magazine Digital Downloads	0	\$6.00	\$0	Rent	NA	\$0					
Movies Streamed	0	\$4.00	\$0	Rent	NA	\$0					
Music Downloads	0	\$0.99	\$0	Purchase	0%	\$0					
Electronic Circulation Subtotal						\$0	#DIV/0!				
IV. Reference Services											
Non-circulating Periodicals used by Patrons		# of Items 0	Value/Use \$6.00			Value \$0					
Use of Reference Materials		# of Library Visitors 0	# of Reference Items 0	Avg Cost \$106.75	Value \$0	Sellback 50%	Net Value \$0				
Reference Questions & Answers		# of Answers 0	Value/Hr. \$50.00	Time/Answer 6 minutes			Value \$0				
Electronic Database Usage Method A*		Database # of Times Used 0	Value/Use \$10.00			Value \$0					
* SEE INSTRUCTIONS. Fill in ONLY Cell B32 OR Cell B34, not both.		Database Hrs. Used 0	Value/Hr. \$40.00			Value \$0					
Reference Services Subtotal						\$0	#DIV/0!				
V. Computer & Technology Services											
		# of Hours	Price/Hr.			Value					



Customized Library Data and Comparison Charts for Local Fiscal Year 2021

Choose Your Library's City
from the drop-down menu
here:

FileNameCity

then click on one or more of
these links:

[2021 Quick Report](#)

to get a quick summary of the data
for your library

[2021 Charts](#)

to see how your library compares to
ones of similar size
or to statewide measures

For direct comparisons, select up to five libraries here:

Comparison Library City 1:	FileNameCity
Comparison Library City 2:	FileNameCity
Comparison Library City 3:	FileNameCity
Comparison Library City 4:	FileNameCity
Comparison Library City 5:	FileNameCity
then click this link:	2021 Comparison Charts

[These charts are licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.](#)
based on the work of Connecticut State Library at <http://libguides.ctstatelibrary.org/dld/stats/chartmakers>

Valicia Greenwood, Library Data Coordinator

Library Development and Networking, Texas State Library and Archives Commission, 2022

1-512-463-5465; 1-800-252-9386 (Texas toll-free)

ld_services@tsl.texas.gov



Texas Public Library Statistics

Snapshot

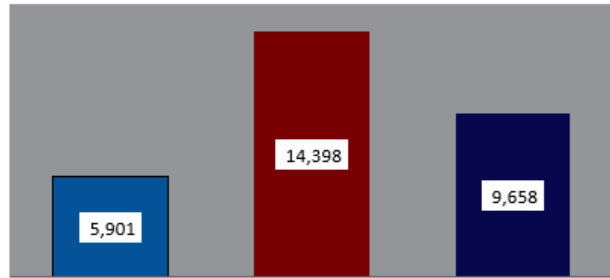
Summary of information submitted on Annual Report

Houston Public Library Local Fiscal Year 2021 Public Library Data			
GENERAL LIBRARY INFORMATION		LIBRARY COLLECTION	
City	Houston	Books in Print-items	1,954,237
Region	Houston Area	Physical Audio Items	84,299
County	Harris	Physical Video Items	154,835
Legal Establishment	City	E-Books	127,902
Membership Status (SFY 2020)	Member	Downloadable Audio Items	62,457
Population Served	2,304,580	Downloadable Video Items	78,577
Number of Branches	38	Local-Licensed Databases	83
Number of Bookmobiles	1	Total Collection-Items	2,462,390
		Books in Print-Items Per Capita	0.85
		Total Collection-Items Per Capita	1.07
OPERATING EXPENDITURES		LOCAL LIBRARY SERVICES	
Salaries and Wages	\$18,612,433	Physical Circulation-Children's	714,343
Employee Benefits	\$10,409,959	Digital Circulation-Children's	193,149
<i>Subtotal: Wages and Benefits</i>	<i>\$29,022,392</i>	Physical Circulation-All Other Ages	581,694
Print Materials	\$1,853,281	Digital Circulation-All Other Ages	1,001,208
Electronic Materials	\$2,697,936	Total Circulation	2,490,394
Other Materials	\$90,477	Number of Registered Users	1,460,872
<i>Subtotal: Library Materials</i>	<i>\$4,641,694</i>	Reference Transactions	178,798
Other Operating Expenditures	\$8,640,407	Library Visits	108,817
Indirect Costs	\$1,381,325	Number of Library Programs	783
Total Operating Expenditures	\$43,685,818	Total Library Program Attendance	23,495
Salaries and Wages Per Capita	\$12.59	Total Circulation Per Capita	1.08
Library Materials Expenditures Per Capita	\$0.11	Circulation Per Paid Staff Member	5,901
Total Operating Expenditures Per Capita	\$18.96	Circulation Per Hour	313.49
Wages and Benefits as % of Total Operating Expenditures	66%	Circulation Per Library Visit	22.89
Library Materials as % of Total Operating Expenditures	11%	Collection Turnover Rate	22.89
Other Operating Expenditures as % of Total Operating Expenditures	20%	Reference Transactions Per Capita	0.08
Capital Outlay	\$15,316,880	Program Attendance Per Capita	0.01
		Library Visits Per Capita	0.05
LOCAL OPERATING EXPENDITURES			
Local Materials Expenditures	\$3,442,217		
Total Local Operating Expenditures	\$40,532,100		
Local Government Expenditures	\$40,532,100		
OPERATING REVENUE BY SOURCE		STAFFING (Full-time equivalents)	
City	\$39,150,775	Librarians with ALA-MLS	77.50
County	\$0	Other Librarians	64.50
School District	\$0	Other Paid Staff	280.00
<i>Subtotal: Local Government Operating Revenue</i>	<i>\$39,150,775</i>	Total Paid Staff	422.00
Foundation and Corporate Grants	\$1,538,293	Head Librarian's Salary	\$170,780
Federal Revenue	\$3,153,718	Head Librarian-Hours Per Week	40.00
State Revenue	\$0	Total Volunteer Hours (Per Year)	0
Other Local Revenue	\$0	Population Per ALA-MLS	29,736.52
Total Revenue	\$43,842,786	Population Per Total Paid Staff	5.461
Local Government Revenue Per Capita	\$16.99		
Total Revenue Per Capita	\$19.02		
CAPITAL REVENUE		ILL/RESOURCE SHARING	
Total Capital Revenue	\$15,316,880	Number of Loans Received	3,187
		Number of Loans Sent	1,602
FACILITIES		INTERNET AND ELECTRONIC RESOURCES	
Main Library Square Footage	333,620	Number of Internet Terminals	458
Main+Branch Square Footage	937,304	Total Uses of Public Internet Computers	14,702
Square Footage Per Capita	0.41	Number of Wi-Fi-Sessions	27,836,110
Hours open per week	55	Number of Website Visits	1,579,326

Copy/Paste Charts

28 different measures to select or display

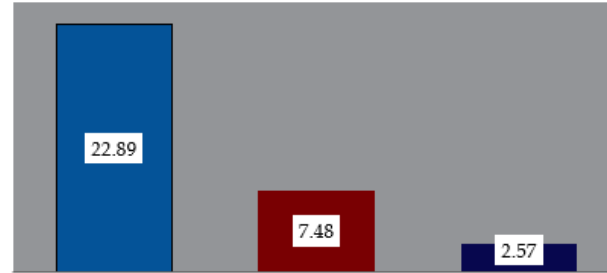
**Circulation per paid Staff
LFY 2021**



Houston Public Library Average Over 250,000 population Average Statewide

[return to top](#)

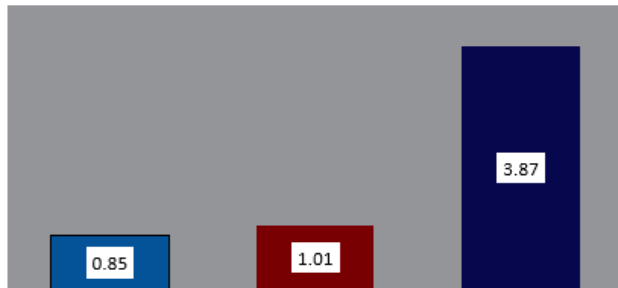
**Circulation Per Library Visit
LFY 2021**



Houston Public Library Average Over 250,000 population Average Statewide

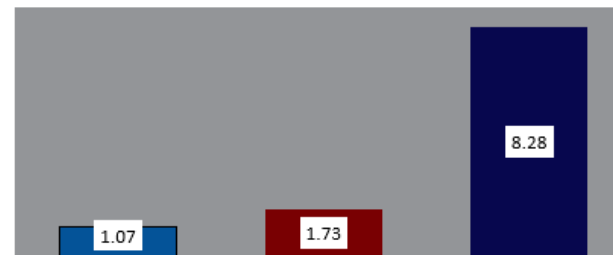
Collection Charts

Books in Print Per Capita LFY 2021



Houston Public Library Average Over 250,000 population Average Statewide

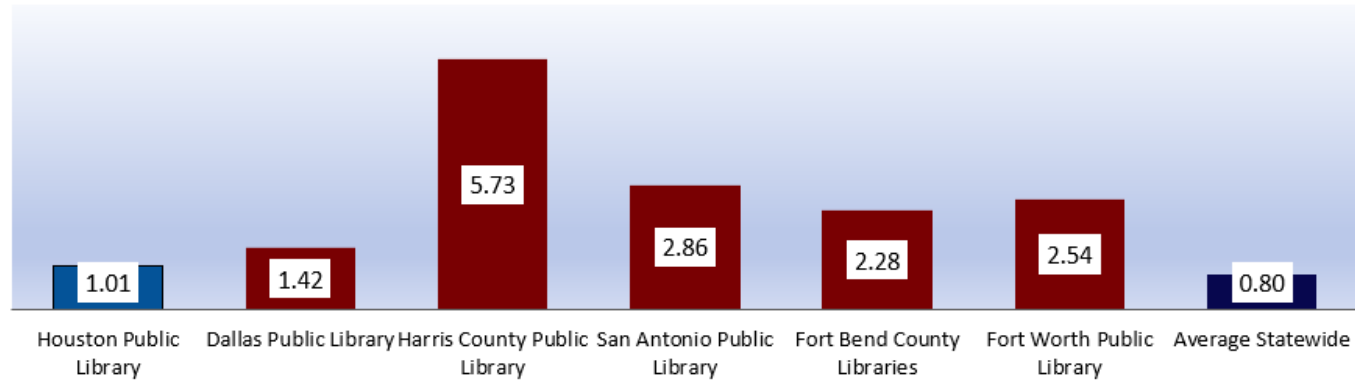
**Collection Total Items Per Capita
LFY 2021**



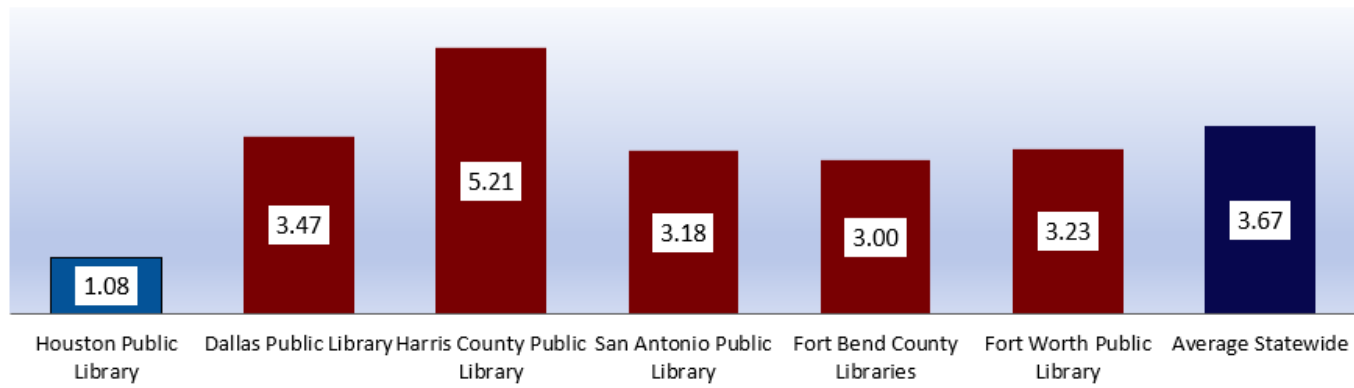
Houston Public Library Average Over 250,000 population Average Statewide

Comparisons

Collection Turnover Rate LFY 2021

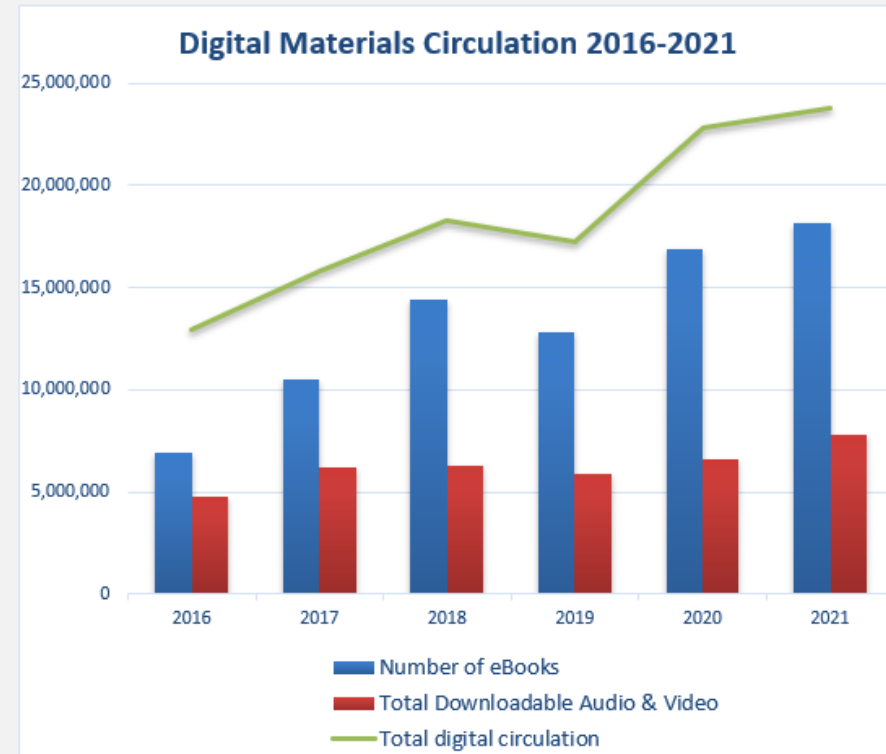
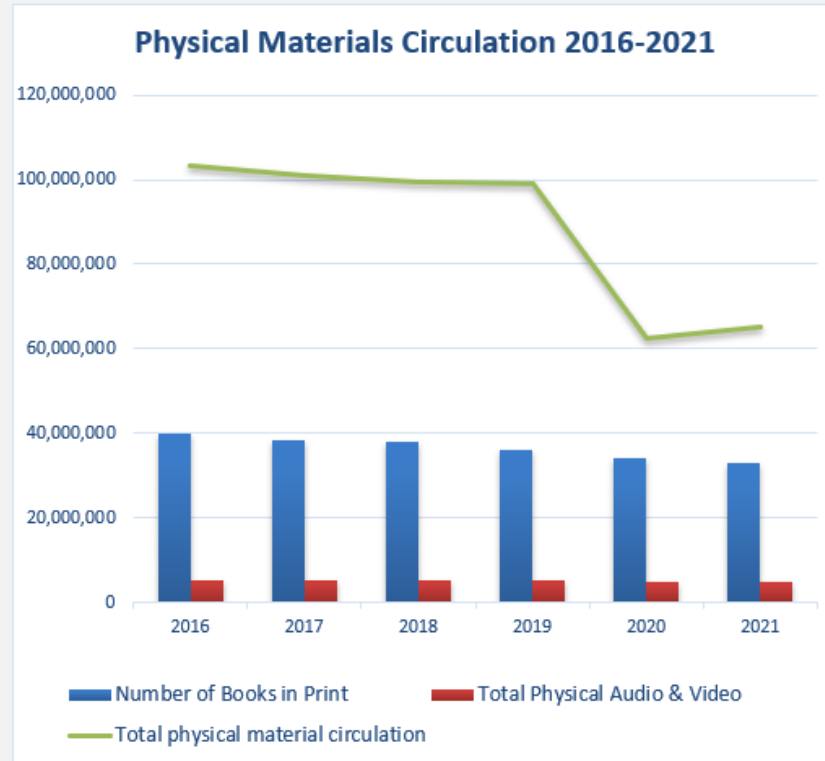


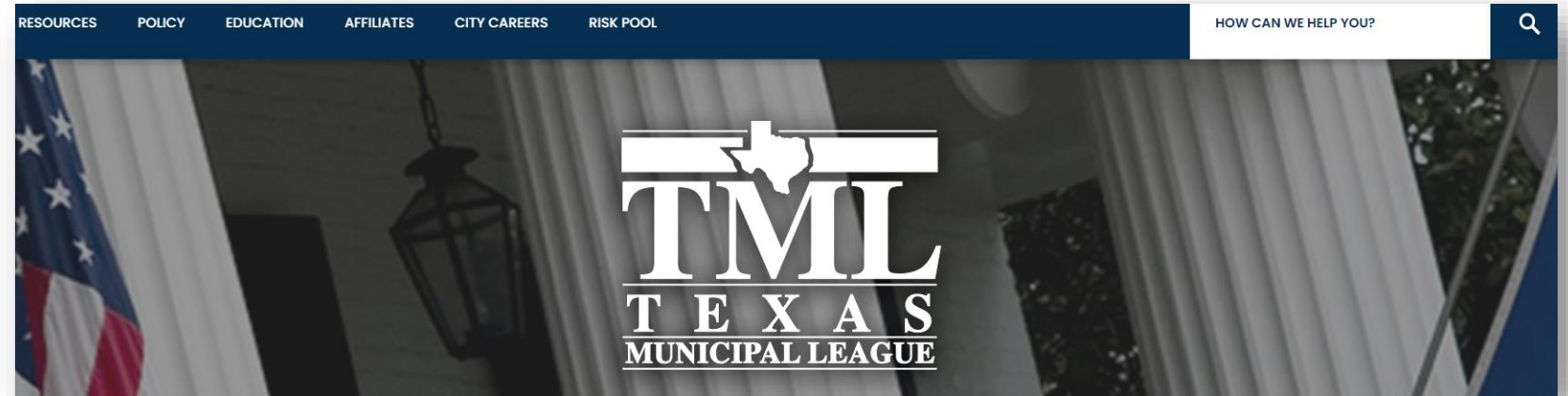
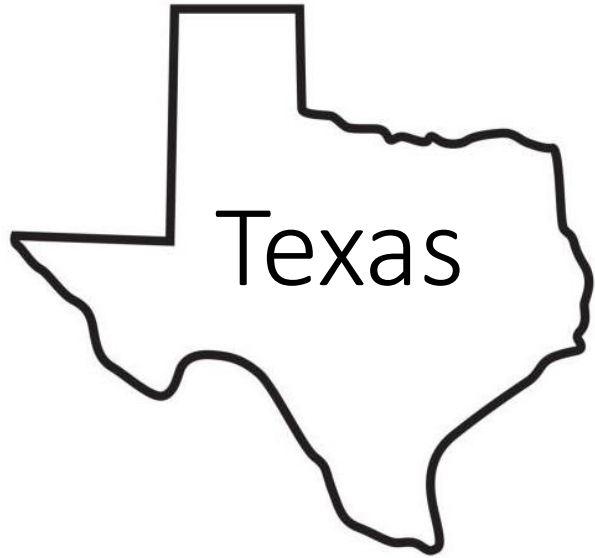
Total Circulation Per Capita LFY 2021



Five-Year Trends

Statewide Totals

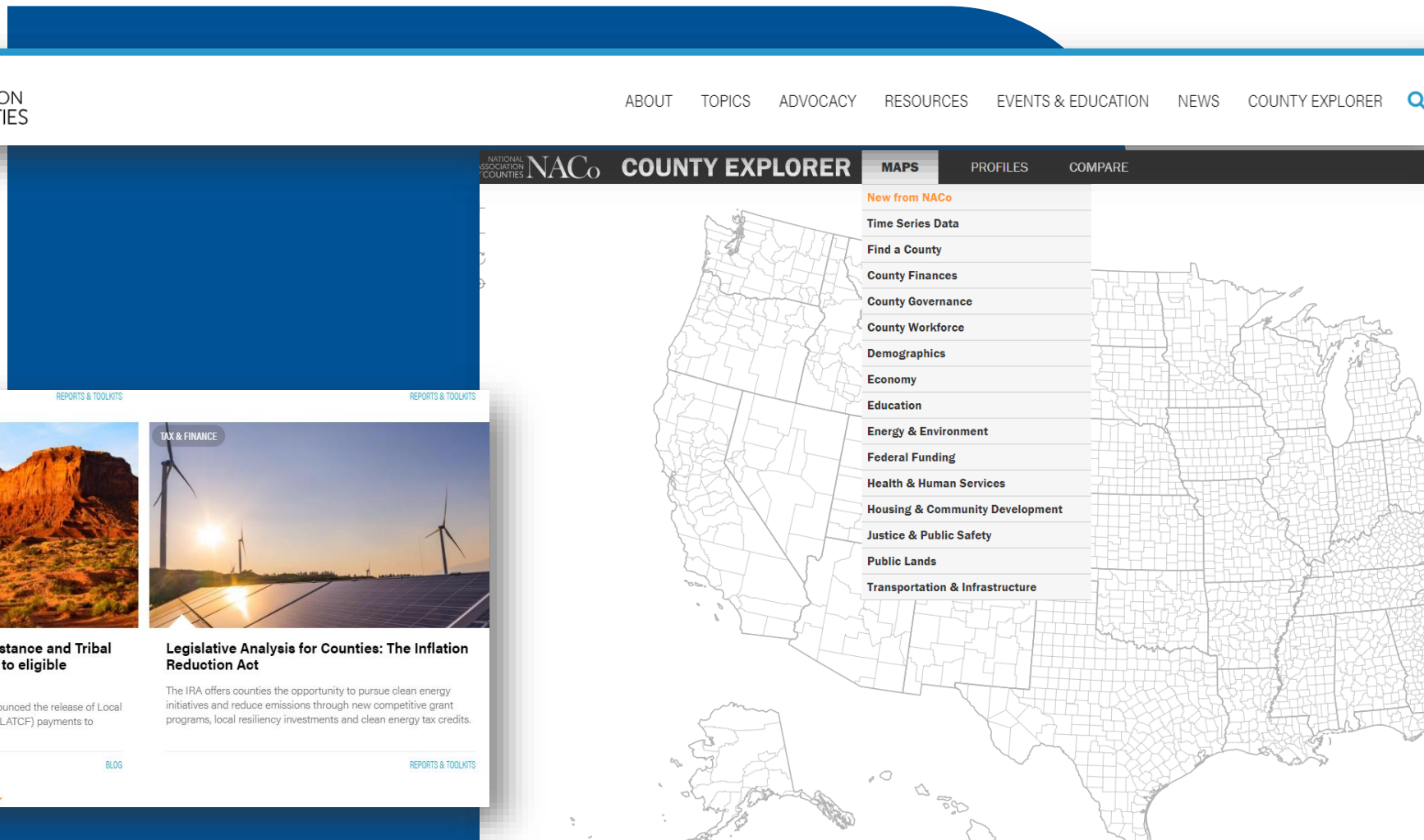




Texas Municipal League (TML)

Texas Association of Counties (TAC)






National Association of Counties (NACo)





National Public Library Data Collection



INSTITUTE of
Museum and Library
SERVICES

AboutGrantsOur Work

Home > Data > Data Catalog

Data Catalog

Research & Evaluation >

Data Catalog ✓

Public Libraries Survey >

State Library Administrative Agency Survey >

Public Needs for Library and Museum Services Survey

Museum Data Files


Administrative Discretionary Grant Data

National Museum Survey

Heritage Health Information Survey (HHIS)


Social Wellbeing Report

State & County Economic Status &




Library Search & Compare

This web-based tool provides an easy way to query, browse, view, and download data about individual libraries from the Public Libraries Survey. You can also find your library's FSCS code: The FSCS ID is listed after each library's name in parentheses.



Public Libraries Survey (PLS)

Conducted annually since 1988, PLS is your definitive source on the state of public libraries in the United States. Explore the PLS data to find key information on over 9,000 public library systems and 17,000 public library outlets nationwide.



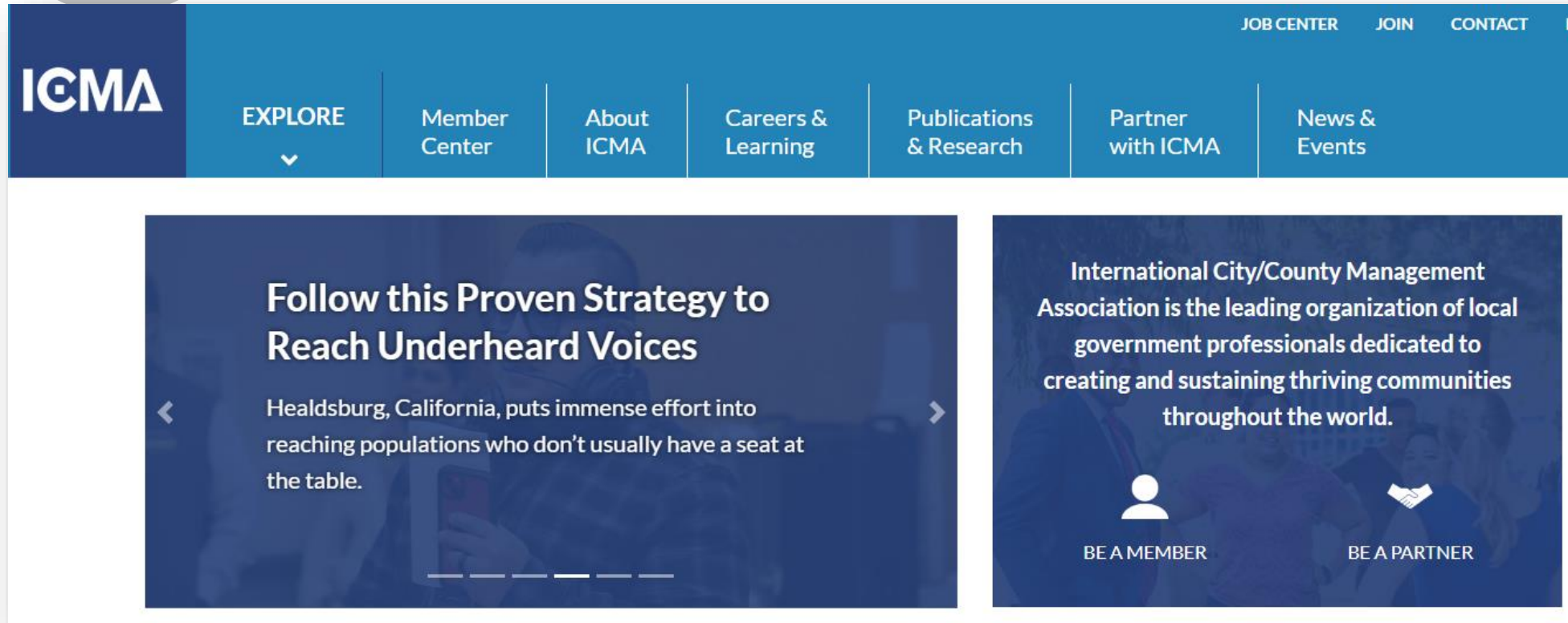
PLS Benchmarking Tables

These sortable tables showcase 3 years' worth of key indicators of public library use, financial health, staffing and resources at the national, state, and library service area levels.



International

International City/County Management Association (ICMA)



The screenshot shows the ICMA website. The header is dark blue with the ICMA logo on the left and navigation links (JOB CENTER, JOIN, CONTACT) on the right. Below the header is a light blue navigation bar with links: EXPLORE (with a dropdown arrow), Member Center, About ICMA, Careers & Learning, Publications & Research, Partner with ICMA, and News & Events. The main content area features two large blue panels. The left panel has the heading 'Follow this Proven Strategy to Reach Underheard Voices' and a subtext about Healdsburg, California. The right panel has a paragraph about ICMA's mission and two buttons: 'BE A MEMBER' and 'BE A PARTNER'.

ICMA JOB CENTER JOIN CONTACT

EXPLORE Member Center About ICMA Careers & Learning Publications & Research Partner with ICMA News & Events

Follow this Proven Strategy to Reach Underheard Voices

Healdsburg, California, puts immense effort into reaching populations who don't usually have a seat at the table.

International City/County Management Association is the leading organization of local government professionals dedicated to creating and sustaining thriving communities throughout the world.

BE A MEMBER BE A PARTNER

Demographic Information

The image displays two overlapping website screenshots. The top-left screenshot is from the Texas Demographic Center, featuring a dark blue header with the center's name and logo, navigation links (About Us, Contact Us, Our Services, Our Team), and a search bar. Below the header is a menu with categories like Data, Geography, Library, Reference, Resources, TDC Conference, and TDC Affiliates. A 'Newly Released' section highlights '2021 Population Estimates' with a grid of diverse people's faces and a brief description of the data available.

The bottom-right screenshot is from the United States Census Bureau, showing a large 'United States Census Bureau' logo. It features a grid of six video thumbnails, each with a title and a brief description, all presented by Alexandra Barker, a U.S. Census Bureau representative. The videos cover topics such as using filters on data.census.gov, microdata, accessing neighborhood data, printing and transferring data to Excel, saving data search results, and community response to the 2020 Census.

TEXAS DEMOGRAPHIC CENTER

ABOUT US CONTACT US OUR SERVICES OUR TEAM

LLOYD POTTER
State Demographer

Home Data Geography Library Reference Resources TDC Conference TDC Affiliates

Newly Released

2021 Population Estimates

Estimates of the total population for the state, counties and places are available.

United States Census Bureau

Alexandra Barker, U.S. Census Bureau

How to Use Filters on data.census.gov

What is Microdata and Why Should I Use It?

Population

How to Access Data for Your Neighborhood in Just a Few Clicks

Using census tracts, you can select the boundaries of your area and access demographic, socioeconomic, and housing statistics about your community.

Ron Williams, U.S. Census Bureau

How to Print and Transfer Data Tables to Excel Using data.census.gov

Alexandra Barker, U.S. Census Bureau

Save Time by Saving Your Data Search and Results on data.census.gov

Alexandra Barker, U.S. Census Bureau

How is Your Community Responding to the 2020 Census?

Data isn't always a number



Lesli Whitecotton/Unsplash



Tai's Captures/Unsplash



**Larry McMurtry
Literary Landmark
Dedication Ceremony**

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in Archer City, TX

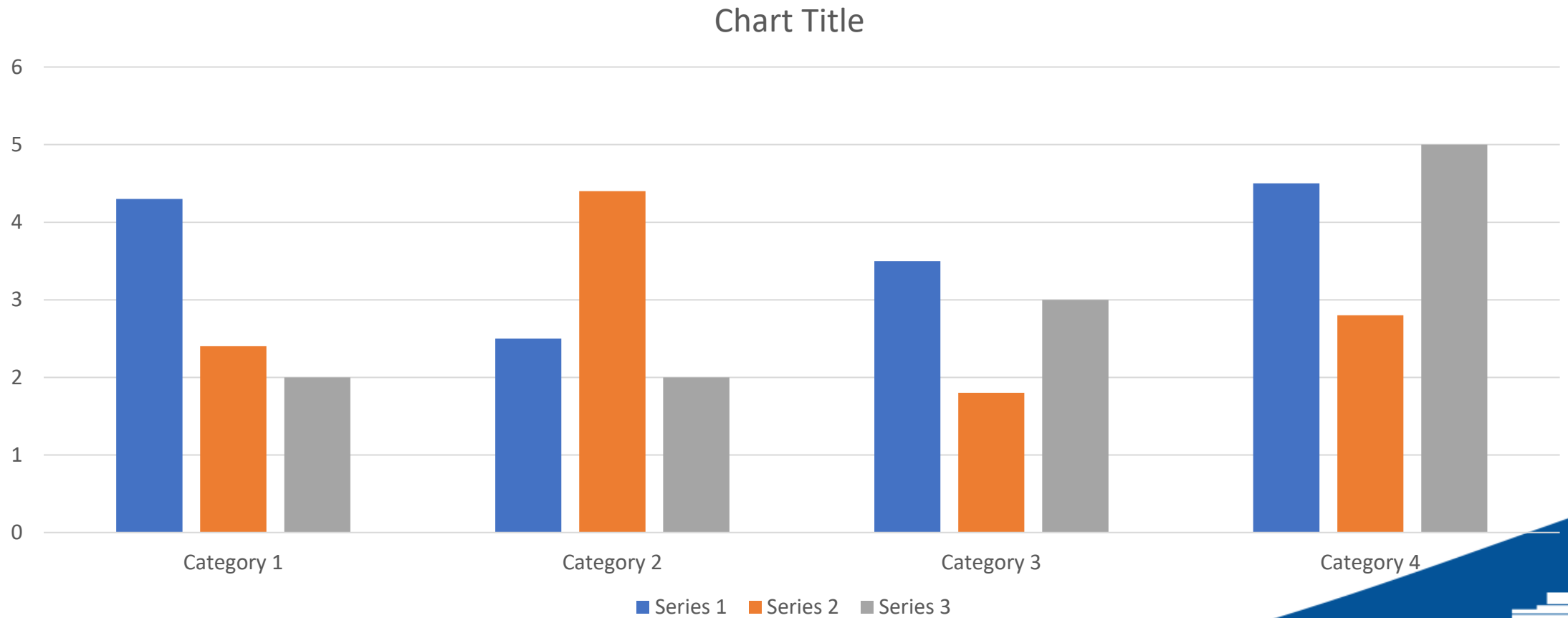
Doors open at 5:30 PM
light refreshments provided.

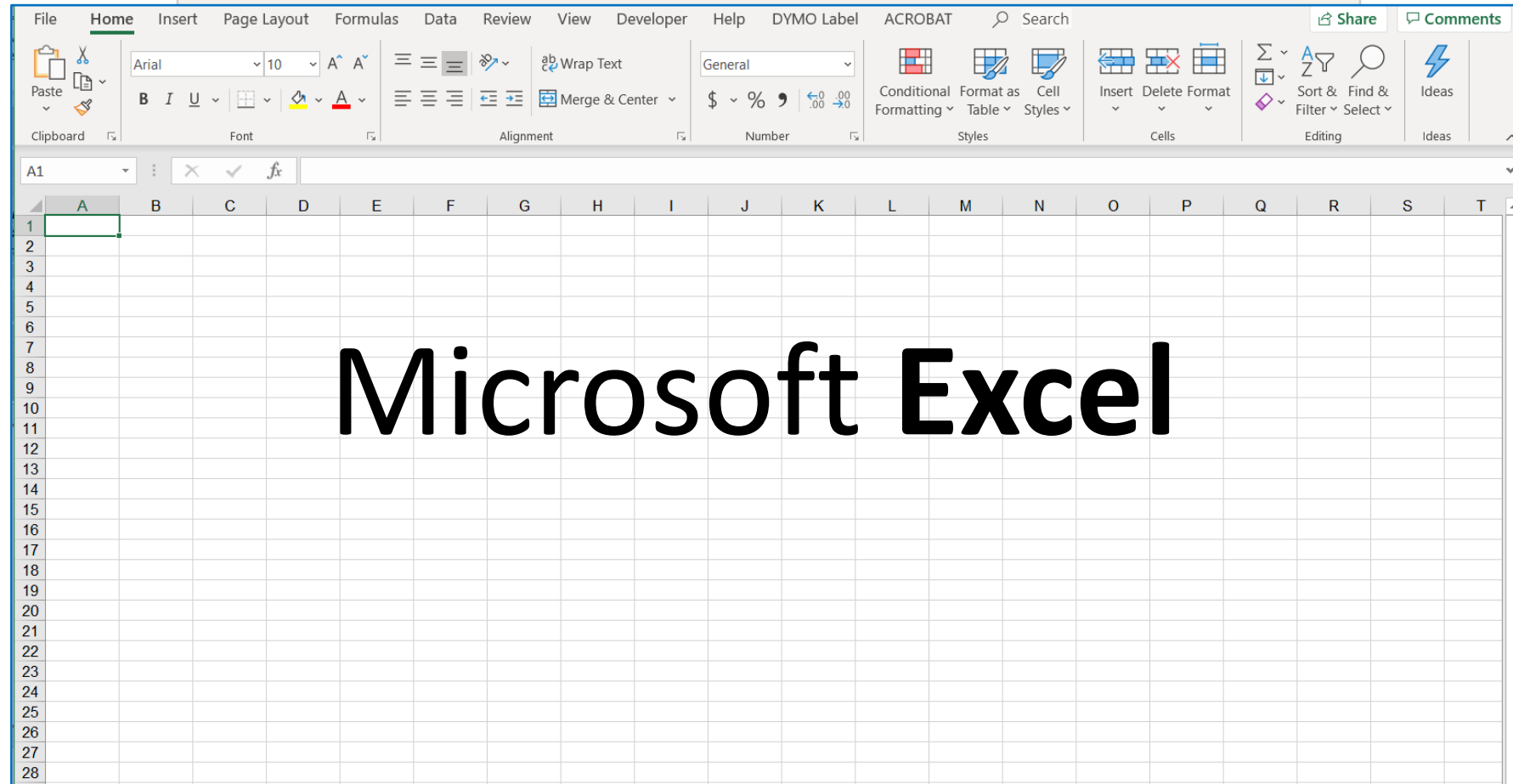
*Episode may contain adult content and outdated cultural depictions.

Literary Landmark Made Possible By:

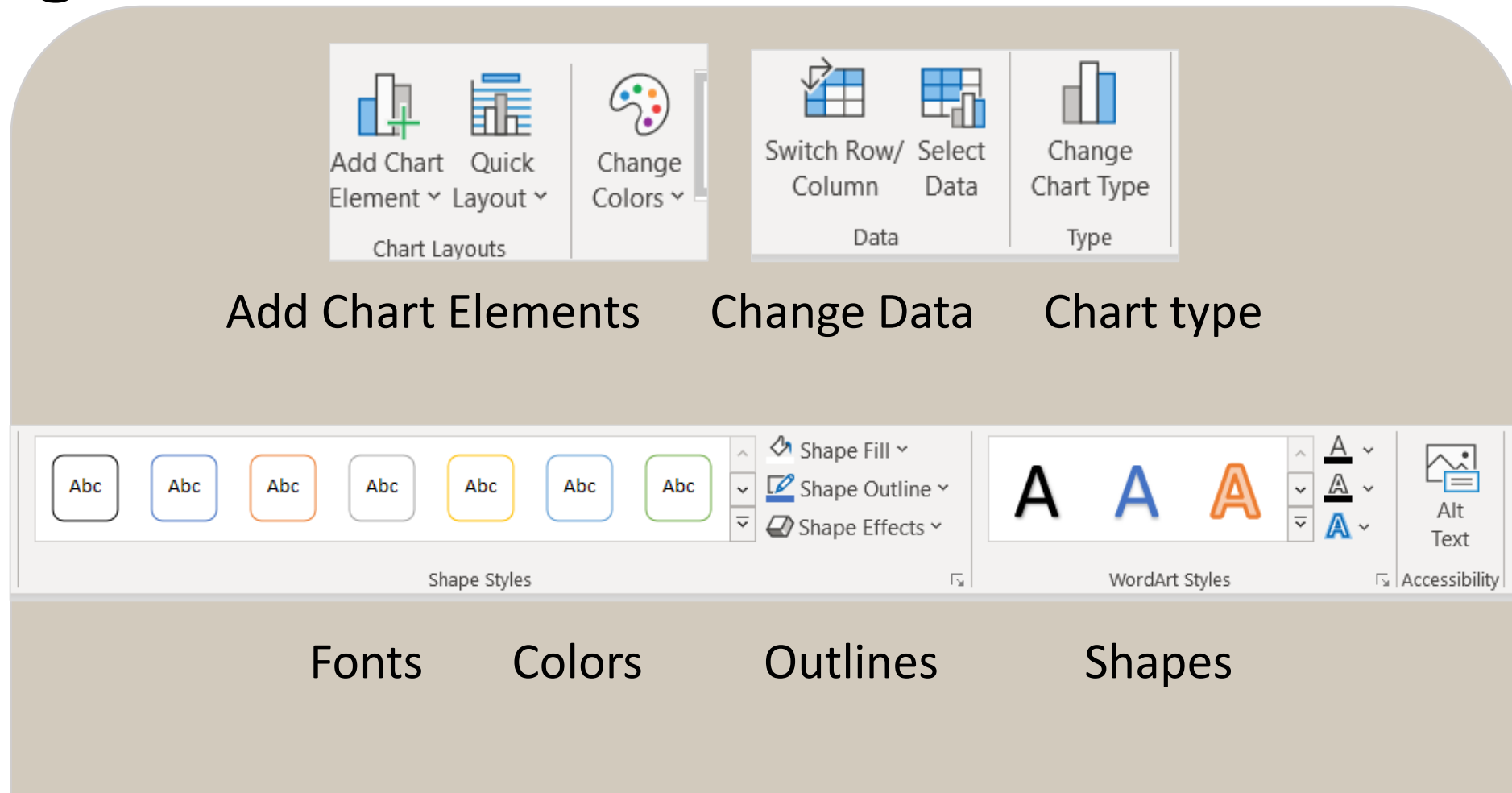
   

Questions

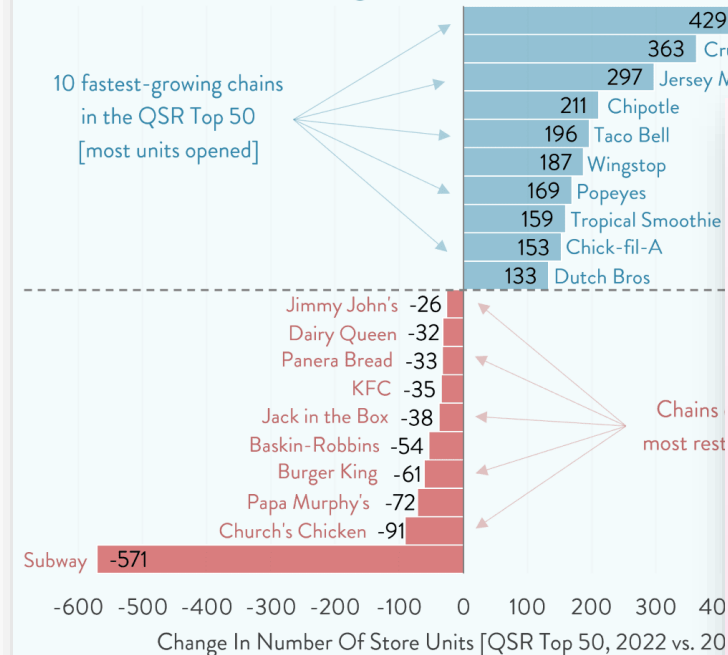




Design and Format



The Fast-Food Chains Opening, And Closing, The Most Stores



Source: QSR 2023 Top 50

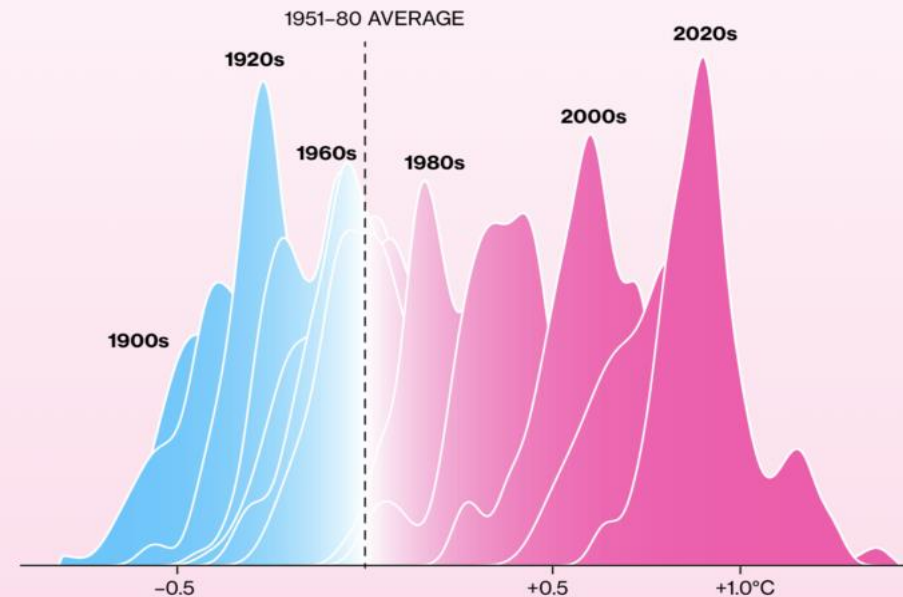
chartr

<https://www.chart.co/>

Charts

The Average Global Temperature Keeps Climbing

Distribution of monthly global temperature differences, or anomalies, from the 1951-80 average

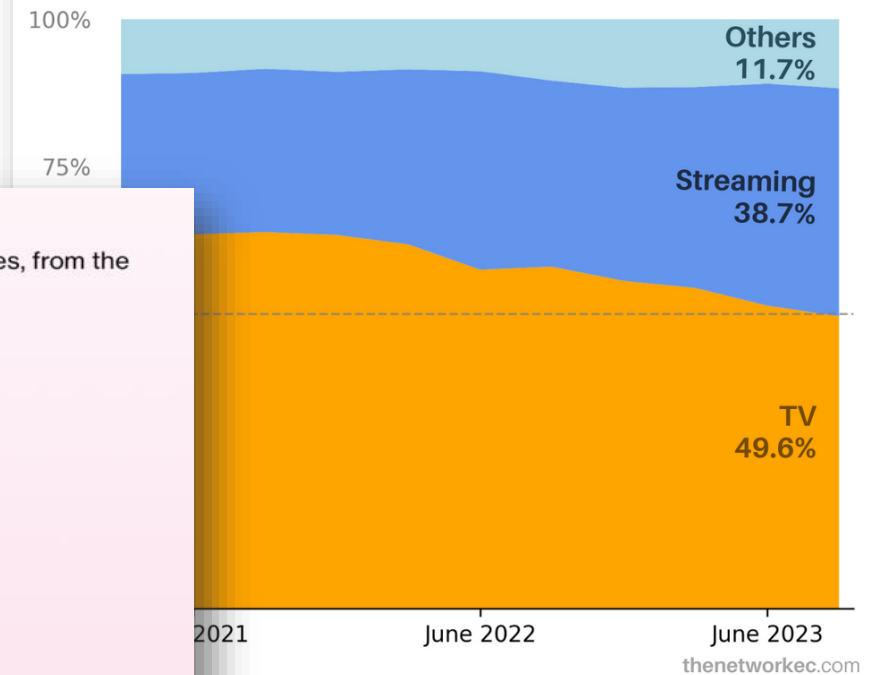


Source: NASA Goddard Institute for Space Studies GISS Surface Temperature Analysis version 4, data accessed Aug. 4.

<https://flowingdata.com/>

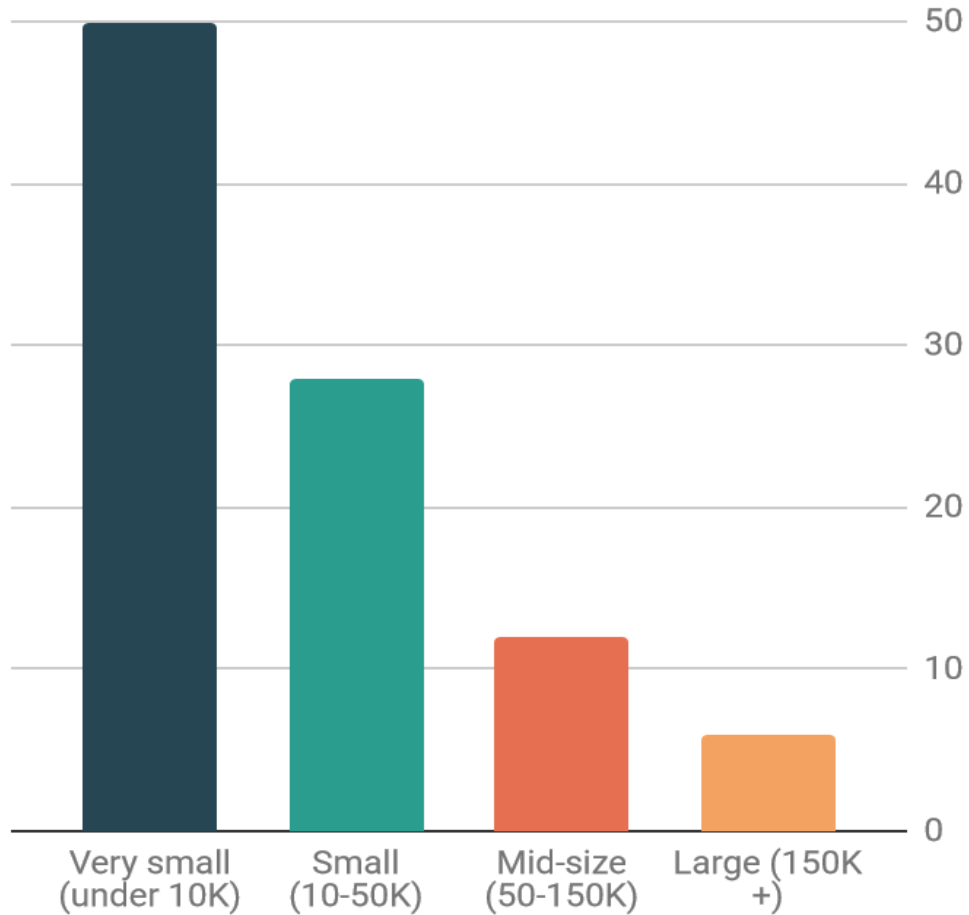
"Watching TV" is not longer what TVs are mostly used for

Distribution of monthly TV usage (United States)



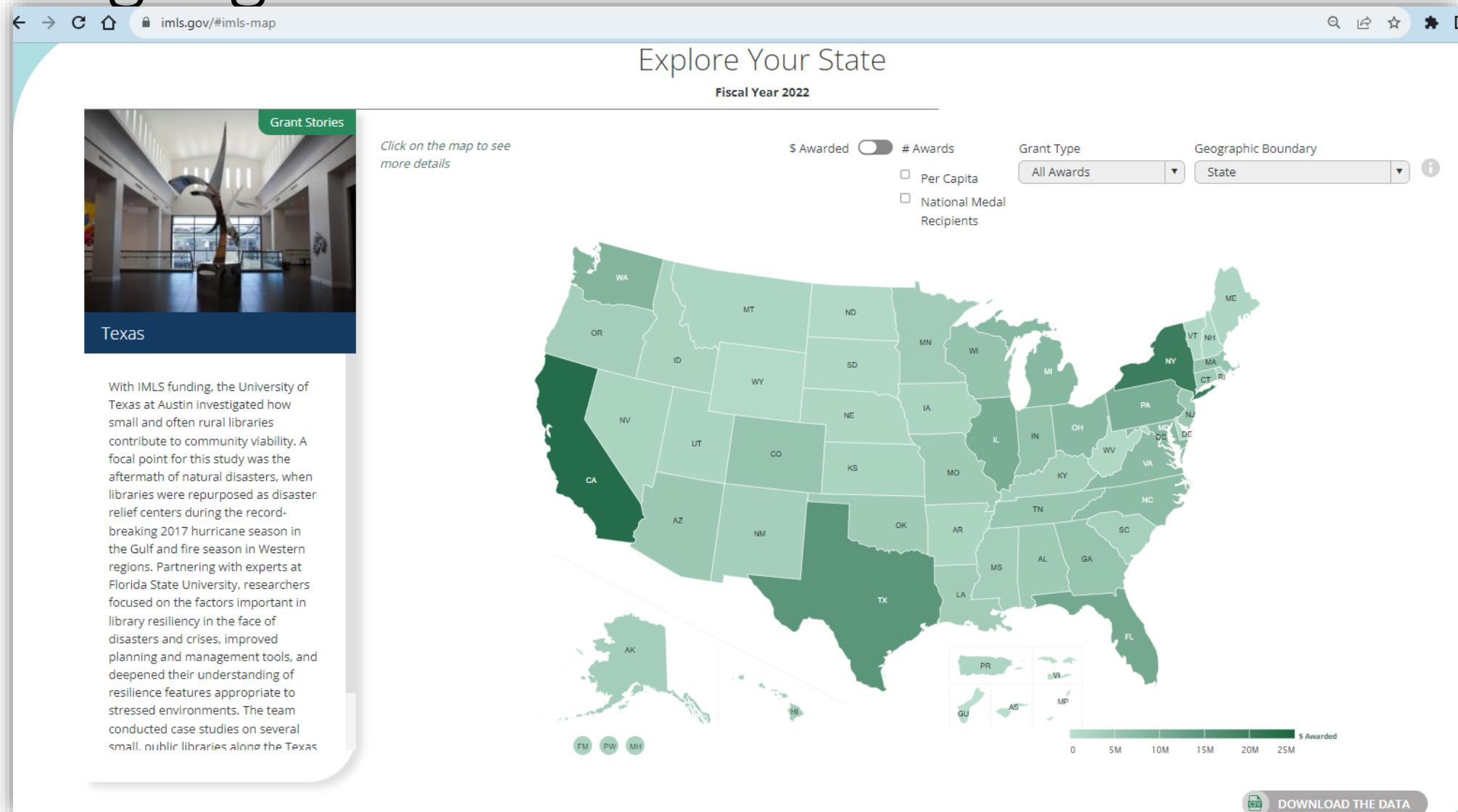
<https://www.reddit.com/r/dataisbeautiful/>

Highlight your inference



50 out of 96 participants served small communities of <10,000 people

Map Highlight



Put Numbers in Context

Big fish in little pond

Little fish in big pond



NEOM/Unsplash



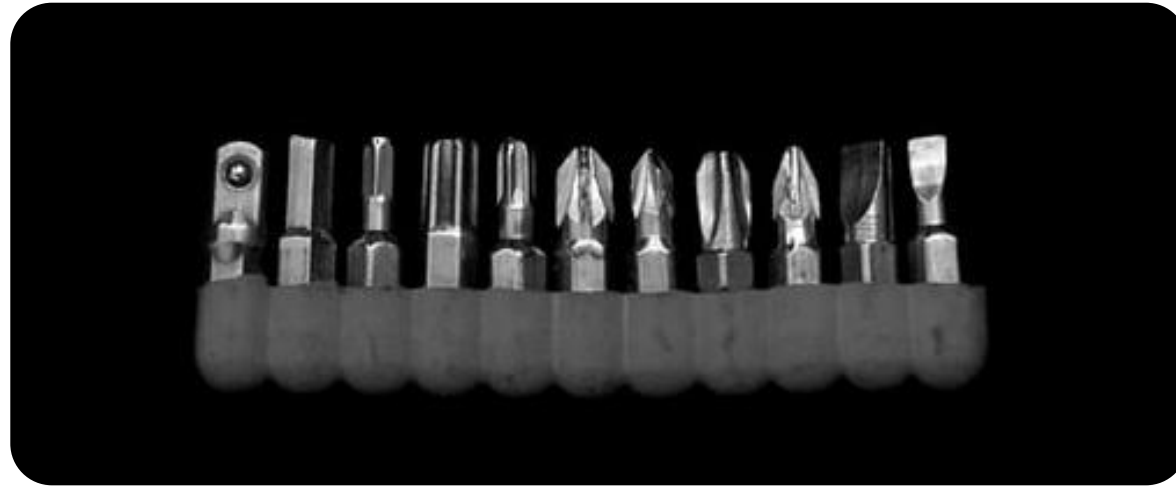
David Clode/Unsplash



IMPORTANCE

Large size,
moving images
high contrast

Present short bits of text
and image.



Matt Artz/Unsplash

One message per slide.



Alexander Grey/Unsplash

Re-Cap

Know and
grow your
audience.

Plan: start with
the positive;
focus on the end
goal.

Identify resources;
incorporate data to
make the message
more compelling



Allow Time

Preparation

Planning

Practice

Present



Thank you!

Valicia Greenwood,
Library Data Coordinator
vgreenwood@tsl.texas.gov,
512-463-5466

Library Development and Networking Division
Texas State Library and Archives Commission
accreditation@tsl.texas.gov
800-252-9386